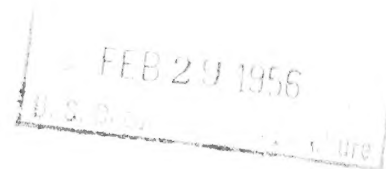


62.09

1956

Pawla's Violet Gardens
Capitola, Calif.



Dear Mr. W. W. W. W. W.

If ever I wished I could talk to someone face to face, instead of by letter, it is right at this very moment. For what I have to say to you comes straight from my heart and I am sure you would listen if I were actually with you. May I ask you therefore, to consider this letter as a personal visit from me to you?

Here is what I wish to offer: the entire stock of the new "Fantastic Violet," the giant fragrant Violet.

I have about 15,000 sturdy field grown plants at the present time. These plants and blooms command unusual prices due to their unusual characteristics. I have sold the blooms for \$1.50 to \$2.00 per bunch here in California. The plants will wholesale for not less than \$1.00 each. To quote a large Eastern Grower who visited the gardens, "We could sell around 100,000 plants per season of these at not less than \$1.00 per plant."

Tests on their hardiness have been run in several Eastern States, including Maine, New York, Wisconsin, also in Canada and Mexico. They have been found hardy enough to withstand cold winters as well as heat. This is due largely to the unusual root structure. Roots often reach a depth of twelve inches and more with matured plants. Plants also will cover a foot square or more. They can be grown in cold frame, lath house, or field if protected with leaf mould, mulch, or partly shaded with trees.

Violets have a tremendous amount of endurance and tolerance. They can be neglected, abused, starved, and dried to unreasonable limits; and then, if given a drink, will usually revive. Fields of violets are known to grow wild in every state by nature's care alone.

Several popular Violets have been the products of hybridizing in our gardens; among them, the Royal Robe and Royal Elk, which have netted excellent profits for their growers since 1940 and are still selling well.

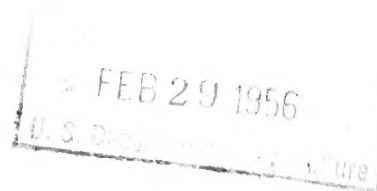
The fragrant giant, "Fantastic," however, has everything I have worked for for the past ten years: namely, brilliant color, true fragrance, unusual size, strong stems of a length that puts violets in a new class for flower arrangements and general floral designing, large plants that are extremely hardy. I have tried a great many pollen parents, tried importations, and discarded many along the way. It has taken not only time and patience, but a great deal of labor and expense to finally produce this proven strain. It didn't just happen.

Due to the sturdy qualities of the plant, it can be merchandised effectively by wrapping in moss and cellophane. Test wrappings have shown that it can stand being out of soil even a month. This makes it possible to sell in many different kinds of stores, including the garden departments, besides the nursery trade. Consider how much less space and weight plants take that do not need to be sold in pots or soil and how much more convenient the shipping and handling. The markets for this violet are

62.09

=1956=

Pawla's Violet Gardens
Capitola, Calif.



Dear Mr. Mohrhardt:

If ever I wished I could talk to someone face to face, instead of by letter, it is right at this very moment. For what I have to say to you comes straight from my heart and I am sure you would listen if I were actually with you. May I ask you therefore, to consider this letter as a personal visit from me to you?

Here is what I wish to offer: the entire stock of the new "Fantastic Violet," the giant fragrant Violet.

I have about 15,000 sturdy field grown plants at the present time. These plants and blooms command unusual prices due to their unusual characteristics. I have sold the blooms for \$1.50 to \$2.00 per bunch here in California. The plants will wholesale for not less than \$1.00 each. To quote a large Eastern Grower who visited the gardens, "We could sell around 100,000 plants per season of these at not less than \$1.00 per plant."

Tests on their hardiness have been run in several Eastern States, including Maine, New York, Wisconsin, also in Canada and Mexico. They have been found hardy enough to withstand cold winters as well as heat. This is due largely to the unusual root structure. Roots often reach a depth of twelve inches and more with matured plants. Plants also will cover a foot square or more. They can be grown in cold frame, lath house, or field if protected with leaf mould, mulch, or partly shaded with trees.

Violets have a tremendous amount of endurance and tolerance. They can be neglected, abused, starved, and dried to unreasonable limits; and then, if given a drink, will usually revive. Fields of violets are known to grow wild in every state by nature's care alone.

Several popular Violets have been the products of hybridizing in our gardens; among them, the Royal Robe and Royal Elk, which have netted excellent profits for their growers since 1940 and are still selling well.

The fragrant giant, "Fantastic," however, has everything I have worked for for the past ten years: namely, brilliant color, true fragrance, unusual size, strong stems of a length that puts violets in a new class for flower arrangements and general floral designing, large plants that are extremely hardy. I have tried a great many pollen parents, tried importations, and discarded many along the way. It has taken not only time and patience, but a great deal of labor and expense to finally produce this proven strain. It didn't just happen.

Due to the sturdy qualities of the plant, it can be merchandised effectively by wrapping in moss and cellophane. Test wrappings have shown that it can stand being out of soil even a month. This makes it possible to sell in many different kinds of stores, including the garden departments, besides the nursery trade. Consider how much less space and weight plants take that do not need to be sold in pots or soil and how much more convenient the shipping and handling. The markets for this violet are

